



SUSTAINABLE BUSINESS AREA MANAGEMENT

SUSTAINABLE MANAGEMENT OF THE HARBOR ANGOT INDUSTRIAL AREA

INCREASING THE APPEAL OF THE BUSINESS AREA AND CONTRIBUTING TO COMPANY COMPETITIVENESS

Sustainable Business Area Management aims to:

- Increase the appeal of the area, implement all possible synergies between companies and detect savings opportunities;
- Implement all possible synergies between companies and local authorities;
- Find and implement practices that reduce the impacts on the environment and promote the environment via the development and management of a business park designed collectively;
- Strengthen social development by improving working conditions and promoting employment and the quality of life of business area users as well as local residents.

INNOVATIONS

N°	Description
1	Internet
2	Safety/security of the AREA
3.1	Communication - Company signage in the area
3.2	Communication with the outside
4	Knowing the neighbours
5	Medical monitoring of workers
6	Catering
7	Lorry "waiting" area
8	No parking
9	"Road traffic" risk
10	Training employees in the area
11	Informing the companies in the area of the technology risk prevention plan (PPRT) recommendations
12	Concierge service
13	Booking nursery places
14	Collection of "paper/card" waste

STAKEHOLDERS

- Introducing the PUBLIC and PRIVATE stakeholders involved:
 - GRANDDE network
 - Seine Mer Normandie Chamber of Commerce and Industry (CCI) (Elbeuf)
 - Voies Navigables de France
 - Saint-Aubin-lès-Elbeuf town hall
 - Rouen Normandie urban area
 - Companies in the area
- Governance:
 - One daily facilitator (GRANDDE) with support from partners
 - 1 Technical Committee
 - A steering committee (including elected representatives from all structures)
 - Meetings/working groups with the companies involved

KEY FIGURES

- 68% of companies involved, accounting for 85% of the workers in the Port Angot area
- 24 stakeholders questioned
- 25 topics covered

IMPLEMENTATION

► Méthod: How does Sustainable Business Area Management work?

Three intervention phases involved in this innovative approach:

- **Area analysis**

Territorial diagnosis.

Collection of views from stakeholders.

- **Customised company diagnosis**

Performance diagnosis and flow analysis.

- **Collective action phase**

Looking for potential synergies between economic stakeholders.

Definition and implementation of a collective action plan.

This approach is based on the guidelines on societal responsibility in NF ISO 26000 and NF P 14-010-1 dedicated to the sustainable development of business districts.

Stakeholder views.

BASF AGRI



Based on the ISO 26 000 standard, areas for improvement are identified, balanced and put forward to the directors, who may then take the chosen action. At the same time, compilation work is conducted at business area level to bring out the common areas for progress and issues.

What does the action programme entail?

Having identified the opportunities for progress, specific to each entity, common areas are addressed. Then, voluntary working groups are formed to study the common solutions to be implemented.



RESULTS

/// Gains with respect to the 6 main objectives of the ISO 37101 standard:

- **Economic attractiveness:** guaranteeing economic development by ensuring the long-lasting establishment of companies (two additional companies setting up in the area)
- **Well-being:** favouring user quality of life (signage, medical monitoring, training, etc.)
- **Social cohesion:** Proposing services (catering, concierge service, nursery places, etc.)
- **Protecting/improving the environment, resilience, responsible use of resources:** guaranteeing compliance with environmental regulations, collection of paper/card waste and risk prevention.



Industrial area of Port Angot

FINANCIAL COMPONENT OF THE OPERATION

/// Overall cost of the operation: €58,850

/// Savings made for the companies: Internet: from €5,000 to €50,000 per company (cost of civil engineering)

Security component: from €2,600 to €6,591 per company

Pooled purchasing and training: being assessed

KEY DATA

→ Participation of VNF: €5,000

→ Participation of the Normandie Seine chambers of industry and commerce (CCI) (Elbeuf delegation): €5,000



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